

*The Family*  
**TREE**

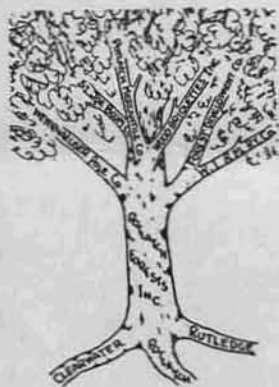
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September 1950



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# The Family TREE



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Editor ..... Earl R. Bullock

### Correspondents

Charles Epling ..... Clearwater  
Carl Pease ..... Headquarters  
Roger Carlson ..... Rutledge  
Chet Yangel ..... Bovill

### TEN YEARS AGO IN THE TREE

Loggers, as a rule, seldom pray, but from the Clearwater Woods during the last month silent prayers went up from the throaty woodsmen amid certain verbal incantations aimed at the weather et al.

Nine hundred gallons of liquid paint was spread by brush and gun over the exterior walls of the Rutledge Plant during the last two months. In this 900 gallons were 550 gallons of red paint base, 346 gallons of raw oil and a few more gallons of drying substance.

Mr. Rettig and Mr. Rooney attended the Pacific Logging Congress held at Victoria, B. C. this year. Mr. Rettig took part in the program, telling of time studies in the woods operations of the company.

The second major step in the  
(Continued on page 5)

## American Progress

1900 - 1950

### Under Our Competitive Free Enterprise System

#### Broad Developments:

In this half-century, the United States became the richest, most productive nation in the history of the world.

\* \* \*

With only 7% of the world's population and 6% of the land area, we produce nearly 40% of the world's goods and services.

\* \* \*

Our free enterprise production and distribution methods developed to the point where, with the earnings of one hour's work, we could buy 29% more food than the English worker—85% more than the average Russian.

#### Detailed Story:

**Machine Power:** Increased more than 4½ times. Today electric power alone does the work of 1½ billion men.

**Production:** More than **doubled** the output each of us produces for every hour we work.

**Income:** National income (in dollars of same purchasing power) increased from about \$50 billion to about \$225 billion.

**Wages:** In manufacturing industries wages increased from 20¢ to \$1.40 an hour. Despite rise in prices, the average worker's purchasing power doubled.

**Jobs:** The number of jobs increased from 27½ million to 60 million.

**Consumption:** The average American consumed 2½ times more goods.

#### Today We Have:

More than 43% of the world's lumber production.

More than 75% of the automobile production.

About 50% of telephone, telegraph and radio facilities.

About 50% of the radio sets.

About 33¼% of the railroads.

#### Conclusion:

If we continue to work together under a system keyed to freedom, competition and opportunity, our next 50 years should be greater still!

### Cover Picture

The picture used on this month's Family Tree cover shows an airplane view of forest fire in the making. This was taken by Bert Curtis in the Clearwater logging area. By use of airplanes these fires are easily spotted and ground crews are dispatched immediately to control and put out the fire.



# Loggers Attack Accident Problem

It can be shown by accident reports our woods operation has come to the conclusion that something must be done to arrest many of the accidents that occur in the woods. To this end, our Training Methods Department, composed of John Shepherd and E. L. "Pinky" Terison, has attacked the problem, and with the cooperation of the foremen, superintendents and loggers have found at least a partial solution to this serious and costly item.

During the past year Accident Prevention Committees have been organized on the Bovill and Clearwater logging operations. These Committees are made up of men from the various job skills and there are committees set up in each camp in the shops.

These men, because of their know-how and experience on the job, can and are already making many good suggestions for the prevention of logging accidents. The Committees plan to meet regularly for discussion regarding accident investigation. They meet to discuss employee training, camp sanitation,

fire prevention and protection, safety promotion and to make any recommendations pertaining to these subjects through their foreman.

This Committee form of attack has been operating very successfully in the mills. At the Clearwater Unit, for example, each department has a safety committee who meet regularly once a week. In addition, the superintendents have a safety meeting once a week with their foremen. First aid classes have been carried on and many of the men now working are qualified in first aid training.

First aid training has been carried on in the woods for the past several years by Lyle Arbuckle, who is in charge of safety for the logging operation. The knowledge of what to do immediately when an accident occurs is very often the saving feature of a man's life or his length of illness because of the injury.

According to Shepherd, the superintendents and foremen of our logging operation are enthusiastically

supporting the program in which these men are participating for the stakes are high and many lives depend on the examples and practices these men develop and promote.

We have used twice as much timber as existed in 1630, but through re-growth, we still have abundant forests. We have cleared millions of acres for agricultural crops but we still have two-thirds of the original forest area left.



Top, left to right: Safety Committee—Bovill Shops. Left to right: Ray Bonner, Pete Stump, Don Chandler, Mr. Bolles, Carl Lancaster and Fred Cunningham.

Left to right, back row: Bob Lund, Martin Hansen, Robert Johnson, Hank Lienhard. Front: John Kelley, Ray Jones, Luran Ireland, Don Wickwire.

Safety Committee—Camp 40

Left to right: Omer Ozen, Rudolph Odegard, John Wilson, Ray Smith, Haaken Haga, Curly Hudson, Earl Harris, Memit Senel, Art Henderson.

Safety Committee—Camp 44

Left to right: Andrew Syrstad, Ray Hill, Clarence Moody, Roscoe Norton, Jim Wilson, Les Uhler and Francis Dotzler.



# Fire

## SEASON 1950

As always at this time of year fire warden "Bert" Curtis, of the CTPA and the PTPA, sits and reflects back on the past fire season and takes total of the damage that has been done. Bert and his crew can well be proud of this past season. For both associations a total of 161 fires was reported. Out of this total, 143 were lightning caused, 5 Railroad, 1 camper, 6 from debris burning, 3 miscellaneous and 3 unknown.

The Clearwater Timber Protective Association reported 92 fires—77 were lightning caused, 4 from Railroad, 1 camper, 6 debris burning, 2 miscellaneous and 2 unknown. The 2 miscellaneous were caused by blasting near the Orofino cemetery. Out of the 92 fires only 32.2 acres were burned. 30.7 acres of this

On the left is Charlie Kamps, warehouseman for PTPA at Elk River. On the right is Mrs. Ada Space who is the cook and dispatcher at Boehls cabin.



The above picture shows George Makela, University of Idaho graduate, who spends his summers working for the CTPA and the winters in the Library of Congress in Washington, D. C. During his high school days, George held the pole vault record of 13' 6".

occurred in debris burning, principally by farmers clearing their land.

The Potlatch Timber Protective Association reported 69 fires of which 66 were lightning caused, 1 Railroad, 1 miscellaneous and 1 unknown. There was a total of 35.15 acres burned, 33.4 acres of which was in slashing or debris burning. A total of 150 men were on duty in the CTPA area and 100 in the PTPA area. All look-outs were manned during most of the season.

According to Bert this has been a successful season. There were very few losses from an acreage standpoint and the loss in standing timber was small. There was no fire in any logging operations as a result of negligence or carelessness on the part of the logging operators or their crews. There were fires near camps, however, they were lightning caused and in Bert's own words, "It is gratifying that the men in the woods are as careful as they have been this past season and it is gratifying that they realize the importance of keeping fire out of the woods.

"It was potentially a bad fire season and I believe that the Keep Idaho Green committee, the Forestry Associations, the American Forest Products Industry and others have done a wonderful job in educating the general public to be careful while they are

in the woods." Said Curtis, "I believe in the old saying that an ounce of prevention is worth a pound of cure and these prevention programs have done more than anything else in keeping down the fires and it is becoming more evident every year that these can be measured in dollars and cents.

"I would like to take the opportunity at this time to extend my appreciation to the men in the woods, the operators, the Keep Idaho Green committee of the Junior Chamber of Commerce and others in their untiring work to make my job easier," Curtis continued. "It is the cooperation of all that will perpetuate our forest industry and recreation programs in this area. As one final note I would like to issue this warning. The hunting season is here and although we have had rain in the woods it is still not too late for a fire to start. So I would like to ask all hunters to be extremely careful while in the forest."

#### TEN YEARS AGO

(Continued from page 2)

"streamlining" of the Potlatch Lumber plant was the reconstruction of the planing mill.

Written by O. A. Fitzgerald, editor of publications for the University of Idaho, a story of Pres-to-logs was carried in the September issue of "American Forests" published in Washington, D. C.

**He: "The only reason a woman can't grow a mustache is because grass doesn't grow on a busy thoroughfare."**

**She: "The only reason you're bald is because grass can't get through concrete."**

An Irishman who was rather fond of strong drink was asked by the parish priest: "My son, how do you expect to get into Heaven?"

The Irishman replied: "Sure, and that's aisy! When I get to the gates of Heaven I'll open the door and shut the door, and open the door and shut the door, an' keep on doing that till St. Peter gets impatient and says, 'For goodness sake, Mike, either come in or stay out!'"

The professor who sent his wife to the bank and kissed his money good-bye was not absentminded.

The pictures on this page from top to bottom are cleaning up the brush and making a fire line around a fire in the Clearwater woods. Center: Shows Bert Curtis instructing his assistants who are left to right: Emal Keck, assistant fire warden; Glen Walker, deputy fire warden at Elk River; Curtis, and John Curtis, deputy fire warden for CTPA.





## Potlatch

The picture above shows left to right: Mrs. Erick Berg, Elof Asplund, and Mrs. Asplund on the landing field in Copenhagen.

Asplund and his wife accompanied by Mrs. Berg left Spokane June 14 for Sweden. They left New York by plane and stopped at Gander, Newfoundland; Hamburg, Germany; Copenhagen and Stockholm, arriving in their home town 19 hours after leaving New York. While in Sweden they visited relatives and took a side-trip to Norway. Enroute home they stopped at Oslo, Norway; Gander, Newfoundland; and Glasgow, Scotland, then to New York. Asplund went back to his job in the dress shed September 12.

The first week in October a job training conference starts with Tom Youmans as instructor. A setting school is underway in the saw mill. Those enrolled are Bud Cameron, Francis Baker, M. W. Dickinson, Dick Wilhelm, Marion Needham, Johnny Largent, William Petrie, Troy Hicks, and William Devine. A checking school has been completed and those graduating were John Linehan, Ted Kirsch, M. O. Smith, John Branton, Kenneth Berg and Charles Matson.

The teachers of Potlatch School District No. 285 were honored September 12th at a reception given by the women of the local churches. General arrangements were under the direction of Mrs. Homer Pelton.

Dick Wallace who has been in the automobile business in Spokane for many years succeeded F. L. Stapleton as owner and manager of the Chevrolet and Pontiac agency in Potlatch. Aside from the change of ownership the personnel will remain the same.

George D. Stillwell, foreman of the dry-kilns department since 1930, retired August 31.

He came west in 1909 landing at the water tank at Avon where old Camp 11 was located. In June of the same year he was transferred near Bovill and slung rigging until October of that year at which time he transferred to Potlatch as common laborer.

In 1911 he went to Elk River as scaler

# Woods News

## Bovill Shops

A recent purchase was a dynamometer and it is being assembled and put in working order in the motor shop. This piece of equipment enables the shops to break in motors before they are installed in machines after an overhauling.

Another welcome addition to the shop equipment is an electric hydraulic press.

All the college students who worked in the Bovill woods during the summer have left and are now back in college.

## Camp 42 Bovill

A small crew is busily engaged in construction for the next winter's operation and logging only enough to feed the Lewis Mill. This camp has experienced, because of a safety minded crew, only a few minor accidents.

A fire was reported on Little Sand Creek and was said to be spreading rapidly. Ranger Powell having no one available, took his tools and started for the fire. Upon reaching it he found it to cover an area about the size of a Potlatch shack and immediately started to trench around it. Hearing a noise behind him he looked around and saw his little dog also digging a trench and he is seriously considering the training of dog fire brigades as a means to combat a possible man-power shortage.

## Camp 43 Elk River

This camp should easily meet its quota of six million if the favorable weather will remain for the balance of the month. At present 60 to 70 men are loading out from 100,000 to 120,000 feet daily. A few small fires resulted from an electric storm September 5, but were put out with very little trouble.

## Camp 44 Fishhook

The landing and the cat roads have been completed for the construction and logging operations will be switched to another section. It is contemplated that construction will soon start on the main truck road to the Round-top area.

## Headquarters

At last the long awaited hunting season has arrived. Glenn Johnson appears to be the champion, he not only hunts outside but occasionally bags close to home.

For the past 2 weeks hunters have passed the warehouse, some in late model cars and some in old jalopies, all intent on getting their quota of deer and elk. No official count has been

and green chain foreman and later was transferred to the green yard as foreman. In 1912 he was brought back to Potlatch working in the dry-kilns. In 1916 he went to Rutledge and worked himself up in 12 years to green yard foreman, dry yard foreman, and yard superintendent. In 1926 he took charge of the dry-kilns at Elk River and was there until the mill closed in 1930, after which he was placed in charge of the kilns at Potlatch.



## Clearwater

As can be seen from the picture above, Clearwater Unit, in keeping with the annual celebration of the Lewiston Roundup, held a beard growing contest. Those pictured above were the winners according to the judges, Rhetha Ingram, Beverly Brian, Margaret Slickpoo, Cleo Parkins, Lillian Camastral and Geneva Peterson.

Those in the picture are left to right: Daryl Smith, winner of a Remington electric razor; Norbert Aichelmeier, second prize of a Schick Injector razor; Bill Sodorff won third prize for the best effort and his award was a can of hair restorer. The judges in the back row are left to right: Geneva Peterson, Margaret Slickpoo and Cleo Parkins.

taken but most everyone has either shot some game or think they have. The echo of deer and elk stories still reverberates in the P.F.I. warehouse. At this writing Nimrod Stedman has bagged a fine deer. No report from Boots yet.

We have had a few days of rain which has not in the least dampened the ardor of the sportsmen although it has made hunting a little difficult. Red hats and coats can be seen in evidence almost everywhere. The air has sharpened somewhat but the tamaracks have not started to turn. Everyone is wishing for some good clear days to end the hunting season before old man winter takes over.

Note—Logging will be resumed after the hunting season is over.

Politician Jack McKinnon thinks his side will score this coming November. Nobody knows where Jack gets his information.

The following Headquarters Hunting Club members have brought in their elk. George Chrystal, Glenn Howerton, Mervin Johnson, Horace and Lois Littlefield, John Louko, George May, Thor Nyberg, Ellis Snyder, J. D. Stanley, Ron Walker, Gene Cox, Maynard Anderson, Harold DeForest, Homer Vanderpool and J. D. Ward. Former Headquarters hunters Chas. and Mel Horne got their elk too.

Such famous names as Buffalo Bill, Trigger Carlom, Long John Silver, (Continued on page 7)

## Woods News

(Continued from page 6)

George "Pistol" Brown, Robin Hood, Bob "Hawkeye" Tondevoid, "Billiard" Boll and Daniel Boone are among those missing their elk. It is also noteworthy to mention that Pease and Hornby have either been too busy or are losing their knack of being among the first during the hunting season.

### Camp 11 Benton Creek

The construction crew is building a truck road from Bingo Saddle to Bingo Creek landing. They are also starting on 8 miles of truck road from Camp to Benton Butte Saddle and preparing a camp for next year's logging. Fourteen shacks were moved from Camp W and the truck shop is being built at the lower end of the camp.

### Camp 14 Beaver Creek

Camp 14 has cut their crew to about 60. The trucks had to cease operation because of the rain, however, 7 cats are skidding logs to the railroad landing. They are averaging between 8 and 10 cars per day. At this writing two of camp 14's mighty hunters have scored. Jack Hughes killed a four-point elk and Neil Nesheim killed a bear.

### Camp 53 Waha

Camp 53 has a crew of 35 men and it is expected that the camp will be closed by October 15th and will move to Camp Y for the winter.

The crew was saddened this month by the sudden death of Mrs. Joe Holinka, wife of our foreman.

### Camp 55 Meadow Creek

The crew's personnel totals about 90. We have been crushing rock for the railroad and for the truck roads. This camp expects to move to Camp 62 for the winter.

The hunting score-board shows only George Rauch and "Windy" Denberger who brought in their kill on the first day. There has been no evidence of any other.

### Camp 58 McComas Meadows

Camp 58 has about 90 in the crew. We are logging, building truck and cat roads. Fountain and Sons are setting up their crusher.

October 6, "Dick" Thompson, one of our truck drivers met sudden death when the loaded log truck he was driving apparently hit a soft shoulder and went over the grade taking Dick with it. Dick had worked for P.F.I. a long time. We will miss him.

Our hunting crew layed off the first few days and from all reports they returned with their meat.

### Camp 60 Washington Creek

Camp 60 has a crew of about 30 men. We are building a new cat shop, also cat roads. In short, we are getting ready to log this winter.

### Camp 61 Silver Creek

Camp 61 has a crew of about 70. We are building cat skid roads, landings and railroad spurs. We will soon be ready for winter logging.

Two of our mighty hunters got their meat. Larry Arneson and John Stanley were the lucky ones.

### Camp 62 Snake Creek

Camp 62 has about 15 men building

cat and truck roads. Also skidding right-of-way logs. Sol Skaggs is piloting the cat that is getting out the right-of-way logs.

The first day of the hunting season Keith Knappton surprised an old cougar with two kittens devouring a deer carcass along the main truck road one-half mile below camp. He shot one of the kittens but the mother and other kitten got away.

Ernie Allgood killed the biggest bull elk in the French Creek drainage there-by losing a bet to Sol Skaggs. Pay up Skaggs.

### Camp T Elk Berry Creek

Camp T has a crew of about 120.

We are skidding to the flume and fluming to the river.

Only one hunter has been able to get his game and that was Lloyd Cook, a carpenter working here from Headquarters.

### Camp X Robinson Creek

Camp X has a crew of 120.

We are still trying to truck to the flume but the recent rains are about to stop us. We have some cats skidding to the flume landing, thence to the river.

The hunting season doesn't open until November 1st on this side of the river.

### Camp Y Dent

Camp Y has about 25 men.

We are building roads and landings, getting ready for winter logging. Camp 53's outfit will move here.

The hunting season doesn't open here until November 1st.

The scenes below show the eats, recreation and reminiscing during the Potlatch Unit picnic at Bovill.



and horseshoes were available to those interested.

From the comments received by this writer it was one of the best picnics that has ever been held in the history of the Potlatch Unit. Tom Youmans was general chairman of the picnic.

### POTLATCH UNIT PICNIC

As has been the custom for many years on Labor day, the employees of Potlatch Unit held their annual picnic in Palouse with about 600 people attending. Pictures on this page will reveal more than words can express the evident good time that was enjoyed by all attending.

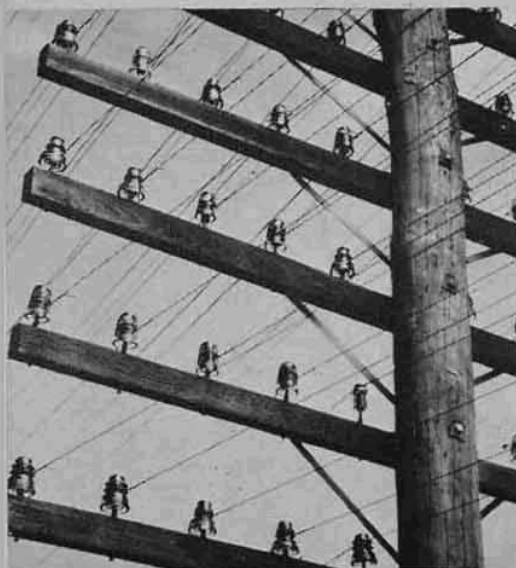
The company supplied ice cream, coffee, lemonade and hot dogs in addition to the food of all kinds that was brought by each individual family. The entertainment consisted of swimming, foot and sack races with the winners receiving merchandise prizes. Softball, basketball





Our salesmen are racing against competition. We must cheer them on. We must give them every support in value, in promptness, in customer courtesy. We are all salesmen.

**WE CAN'T HAVE UNLESS WE GIVE**



You have a "private wire" to every prospect and customer. Everything you do -- everything you say can hurt or help customer relations. We are all salesmen.

**WE CAN'T HAVE UNLESS WE GIVE**

The pictures above tell the story of how close we are as manufacturers of a product to our customers. It is true that the salesman meets our customer; however, it is our responsibility to offer him a product of which he can be proud to sell. (The pictures above are reproduced by permission of the Sheldon-Clair company, Chicago, Illinois.)

He's at the "in-between" age. Too tall for a keyhole, too short for a transom.

## We Can't Have Unless We Give

Chapter 7 of the service "We Can't Have Unless We Give" has been chosen as this month's message because it emphasizes the necessity of good customer relation. It brings out that all of us are salesmen . . . not only those in the sales department who contact our customers, but each one of us helps him to put our product over to the customer.

It takes every effort of every person to increase sales and to make our product or service more acceptable to customers than other similar products offered by our competitors. We are selling in a market that has become literally competitive. Nothing gets by the sharp eyes of our customers or prospects.

It takes more than the personality of our salesmen to get the order. We must back him up with better value, better service, more conscientious workmanship, more understanding and better cooperation than other similar lines of business can do. It is up to us to see that our salesman has the value, the service, the workmanship and the cooperation that brings the business to our company.

As quoted on one of the panels of this month's chapter, "People like to deal with people they like. The kind of people who are liked are pleasant people, courteous people, reliable people and cooperative people. Our customers may not know many of us personally, but they have a quick and dependable way to decide whether they like us. Every letter we send, every service we perform, every item we deliver, everything all of us do is making an impression on someone. Good impressions result in sales."

Each of us has a direct connection with every customer or prospect. To a degree, there is not a single one of us who cannot help our quality, value or service. We have a private wire through our customers. Each can make or break a sale. Those customers who pick and choose, as we pointed out in Chapter 1, are not going to invest their money for anything less than full value and decent and prompt service. The sales we ring up registers our score and determines our job security.

The result of this cooperation is one thing—customer satisfaction. Our jobs depend upon this satisfaction. If we continually think that it is a selling responsibility in whatever job that we are doing, we will have gone far to convert the maximum of each payroll dollar into sales.



People like to buy from people they like. They like those who give full value, quality and dependable service. Sales pay wages. We are all salesmen.

**WE CAN'T HAVE UNLESS WE GIVE**



This is "customer satisfaction." If we want to nourish ourselves, we must serve our customers quality, courtesy, cooperation. We are all salesmen.

**WE CAN'T HAVE UNLESS WE GIVE**

The pictures above stress the fact that people like to buy from those who give full value, quality and dependable service and that we must have customer satisfaction if we want our earnings to continue. (The pictures above are reproduced by permission of the Sheldon-Clair company, Chicago, Illinois.)

Mother: "Does your boy friend ever tell you questionable stories?"

Daughter: "Oh, no, I understand all of them perfectly."